

Character Counts

Provider: CHARACTER COUNTS!
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Target Audience:

Teachers, administrators, coaches, school support staff & admin., community youth service providers

Description of Services:

CHARACTER COUNTS! (CC!) is the nation's most widely implemented approach to character education. It's an easy to implement framework based on the Six Pillars of Character: trustworthiness, respect, responsibility, fairness, caring, and citizenship and an ethical decision making model. CC! is not an add-on and is designed to easily integrate into existing curriculum and programs. When implemented, CC! has a dramatic and lasting effect on school culture, and many organizations have reported dramatic drops in discipline referrals and negative behavior as soon as their first year of implementation.

To support educators and youth service professionals in their character development efforts, CHARACTER COUNTS! provides high quality training, educational resources, and consultation. The key to effective implementation is the Character Development Seminar (CDS), a three-day certification training designed to provide participants with all the tools and knowledge to effectively start or enhance a character development initiative. The CDS is a train-the-trainer seminar, and we recommend training at least 5-10% of an organization's total staff in

the CDS. This group should be reflective of different roles and positions within an organization. These individuals will then train their colleagues and serve as onsite character development “experts”. We hold trainings throughout the year in locations across the country. The full schedule can be found at www.charactercounts.org/CDS. There are also options to host a CDS or one-day in-service program locally.